

**AMENDMENT TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (previously presented) A method for executing an application program associated with an electronic message, comprising:

initializing at least one application program by automatically retrieving code from a server over a network after an electronic message received over the network is opened for viewing by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the opening by the user of the electronic message, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user; and

automatically executing the application program of the electronic message within the context of the electronic message after the initialization thereof.

2. (previously presented) The method as set forth in claim 1, wherein the electronic message is opened by the user by clicking on an identifier of the electronic message in an electronic mail browser.

3. (original) The method as set forth in claim 1, wherein the application program includes an applet.

4. (canceled)

5. (previously presented) The method as set forth in claim 1, wherein the execution of the application program includes a functionality based on a text included with the electronic message.

6. (previously presented) The method as set forth in claim 1, wherein the execution of the application program includes the display of streaming video over the network.

7. (original) The method as set forth in claim 1, wherein the execution of the application program includes outputting an advertisement.

8. (original) The method as set forth in claim 1, wherein the application program is executed on a network browser.

9-10. (canceled)

11. (previously presented) The method as set forth in claim 1, wherein the execution of the application program includes the ability to send a new electronic message over the network.

12. (previously presented) The method as set forth in claim 1, wherein the

execution of the application program produces at least one of a pictorial, graphic, animated, video and audio display.

13. (original) The method as set forth in claim 1, wherein the application program includes markup language which calls an object-oriented computer language.

14. (original) The method as set forth in claim 13, wherein the object-oriented computer language includes an applet.

15. (currently amended) A computer program embodied [on] in a computer readable medium for executing an application program associated with an electronic message, comprising:

a segment at least partially within an electronic message for initializing at least one application program by automatically retrieving code from a server over a network after the electronic message is received over the network and is opened for viewing by a user, wherein the application program is received, at least in part, over the network after the receipt of the electronic message and as the result of the opening by the user of the electronic message, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user; and

a code segment automatically executing the application program of the electronic message within the context of the electronic message after the initialization thereof.

16. (previously presented) An electronic message comprising:

a data object including text that had been received over a network and stored in a computer readable medium on a computer having an electronic mail program; and

an application program object initialized, at least in part, by being automatically received, at least in part, over the network after the receipt and opening for viewing of the data object, the application program object being stored in a computer readable medium and automatically executed on the computer after the initialization thereof, and wherein the application program becomes associated with a context of the electronic message after being sent but before being received by the user.

17. (previously presented) An electronic message as recited in claim 16 wherein the application program object develops at least one of a pictorial, graphic, animated, video and audio display.

18. (previously presented) An electronic message as recited in claim 17 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.

19. (previously presented) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 15 wherein at least one code segment resides, at least in part, in a browser software.

20. (previously presented) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 19 wherein the browser software includes the functionality of running a Java applet.

21. (previously presented) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 20 wherein the application program develops at least one of a pictorial, graphic, animated, video and audio display.

22. (previously presented) A computer program embodied on a computer readable medium for executing an application program associated with an electronic message as recited in claim 21 wherein the at least one of the pictorial, graphic, animated, video and audio display is streamed to the application program over the network.